

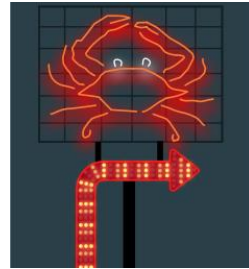
DRAFT



City of Alexandria Sign Guidelines for Old Town Retail



PROHIBITED SIGN TYPES



Animated Signs



Roof Signs



Moving/Windblown Signs



Mobile Signs



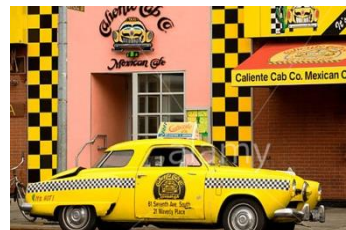
Signs that interfere with traffic or imitate street signs



Signs with Reflective Device



Flashing Signs



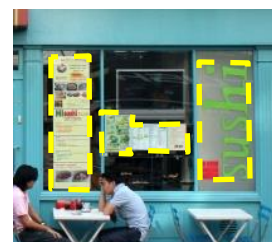
Motor Vehicle Signs



Signs affixed to public infrastructure



Billboards



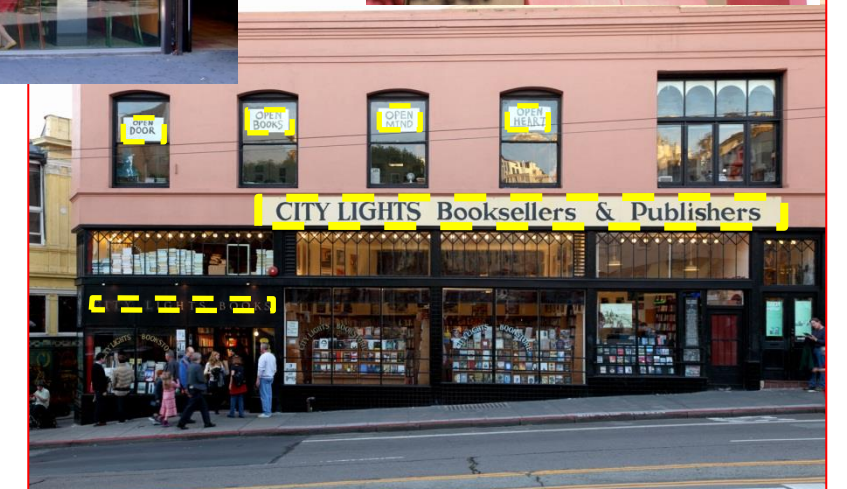
Signs covering more than 20% of a window

SIGNS IN REGULATED HISTORIC DISTRICTS

Signs in the Old and Historic Alexandria District (Old Town) and the Parker Gray Historic District require Board of Architectural Review approval and may have additional design requirements. Some sign types qualify for administrative approval.



CALCULATING SIGN AREA



Suggested Signage Strategies

Carpet mat signs on private property (in vestibule/alcove)



Historic mat signs on private property (in vestibule/alcove)



Encasement signs for restaurant menus or retail store specials



Use lower portion of window area to advertise specials and events



Overall Size Limits:

One Story Buildings



1 Sq. Ft. of sign area on wall (including window and projecting signage) is permitted per linear foot of the width of the building (real estate and contractor signs must also comply with these standards and be removed when transaction or project is completed)

Two or More Story Buildings



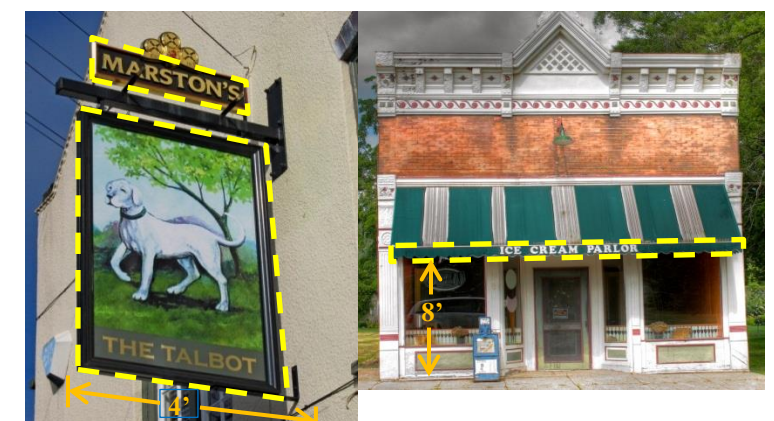
1 Sq. Ft. of sign area on wall (including window, free-standing, and projecting signage) is permitted per linear foot of the width of the building up to a height of 20 feet. An additional 1 Sq. Ft. of sign area above 20 feet on wall (including window and projecting signage) is permitted per linear foot of the width of the building (real estate and contractor signs must also comply with these standards and be removed when transaction or project is completed)

Window Signs



No more than 20% of each window can be covered with signage (including posters and notices). Window sign area is included in the overall size limit for its wall.

Signs Projecting from Building Walls



Projecting sign (awnings and hanging signs) area is included in the overall size limit for its wall. The maximum projection distance from the wall is 4 feet, and the minimum clearance under the sign is 8 feet above a sidewalk or parking area and 14.5 feet above an alley.